

## LEISURE INVOLVEMENT AND PLACE ATTACHMENT ON SHOPPING MALL REVISIT INTENTION: THE MEDIATING ROLE OF QUALITY OF LIFE

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Received: January Revised: February Accepted: March Available Online: March</p> <hr/> <p><i>Keywords:</i> leisure involvement, quality of life, place attachment, shopping mall, revisit intention</p> <hr/> <p><i>JEL Classification:</i> M31,M19</p>	<p><i>This study investigates the impact of leisure involvement, and place attachment on revisit intention with the mediating role of quality of life. This survey was composed of 300 individuals in a shopping mall in Lahore, Pakistan. The data was analyzed through Partial Least Square – Structural Equation Modeling (PLS-SEM). The findings indicated that leisure involvement and quality of life predict the place attachment and customers revisit intention. The results show the positive and significant relationship between leisure involvement (LI) and quality of life (QOL); leisure involvement (LI) with place attachment (PA); revisit intention (RI) and QOL with place attachment and revisit intention. The study advances in theory explaining the mediating role of quality of life in consumption in Shopping Malls and presents managerial recommendations that can be applied during and after Covid-19.</i></p>

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### 1. INTRODUCTION

Consumers around the world enjoy visiting Shopping Malls. In a single place, they have convenience to purchase products, meet friends, eat food, and have fun (Kushwaha et al., 2017; Munuera and Cuestas, 2006). In essence, visiting Malls is considered a hedonic activity (Kim, 2002). However, without an unprecedented in history, Mall operators will have to face the Covid-19 impact on their business. Shopping malls will lose up to 25% of their annual revenue (Retail.com, 2020). After the coronavirus pandemic, Mall operators will face new challenges, for instance, attract customers that may be yet afraid of Covid-19 contamination.

According to Statista (2020) individuals older than 65 years old told they would avoid going to shopping malls because of the Covid-19. Another group of people from 18 to 29 years old reported fear of been contaminated by the virus, thus they would also avoid going to shopping and been exposed to the virus. Indeed, the Covid-19 established an uncertain scenario that demanded a variety of precautions. For example, in Pakistan, some actions to prevent the spread of the coronavirus were social distancing, using sanitizers and face mask, staying at homes, and lockdown (Warris, 2020). Specially, staying at homes and lockdown were the factors that most affect business in different countries (Ku, 2020).

To face such context, we argue that offering leisure and quality of life for customers in their shopping experiences will become vital to attach them to the Mall and motivating revisit intention. At the same time, boosting the customer's quality of life when shopping can be a competitive advantage for Malls. Previous studies show that leisure involvement and place attachment reduce loneliness and promote psychological wellbeing. The "place attachment" have similar definitions such as "Sense of community" (Mahmoudi, 2016), "Place dependence" (Backlund and Williams, 2003), "Place meaning" or "Place motivation" (Xu and Zhang, 2018), and may promote relaxation, comfort-security and positive emotions (Hesari et al., 2020; Scannell and Gifford, 2017; Eisenhaue et al., 2000).

Offering leisure to customers is an important point the Mall operator must consider. Most customers get involved in the place mall they shop because they feel good in that place. Prior studies show the relationship between positive experiences and place attachment (Dwyer et al., 2020), and most important, it impacts individuals' health, resulting in reduce depression (Lee et al., 2018). Junot, Paquel, and Fenou (2018) found a relationship between the quality of life

and place attachment. Theoretically, promoting quality of life to customers makes them attach to the Shopping Mall, and as a result to revisit intention.

Nevertheless, a model to explain the role of quality of life in shopping mall contexts is absent. Thus, this study conjoins into a single model leisure involvement, quality of life, place attachment, and revisit intention to better investigate the customer behavior related to shopping Malls. It is important to highlight that quality of life in shopping Malls has been neglected in previous studies in the Marketing domain. Malls, in general, are an important place to make business (B2B), promote and selling products to customers. In doing so, this paper fills this gap extending the knowledge of the quality of life in Mall as well as presenting rich actions that may be implemented by mall operators.

The findings of this study revealed significant and positive relationships between; leisure involvement and quality of life, quality of life and place attachment, leisure involvement and place attachment, quality of life and revisit intention, and leisure involvement and revisit intention. Also, we identified that quality of life mediates the relationship between leisure involvement and place attachment, and leisure involvement and revisit intention.

Therefore, this study extends the literature on marketing by considering the mediator role of quality of life in the consumption context. From a managerial perspective, this study proposes an empirical model that can be applied by Mall's operators to improve the competitive advantage of their business by offering leisure activities and improving the quality of life of their customers while visiting shopping Malls.

## 2. REVIEW OF LITERATURE AND HYPOTHESES DEVELOPMENT

Breakdown that started from China and covers the whole world in shape of fatal disease is considered as causative virus by (WHO) World Health Organization (Zhang and Fee 2020). Recent studies have shown the benefits of leisure involvement to improving emotional and psychological well-being (Harmon and Kyle, 2016; Kim et al., 2017; Kim et al., 2016; Sato et al., 2018). On the other hand, studies revealed a negative relationship between leisure participation lack and depression symptoms ((Cheng et al., 2016; Lee et al., 2018). According to Kim et al., (2014) participation in leisure activities motivates to make friends and diminishing depression symptoms. Zhang and Zhen (2017) showed that leisure activities were associated with positive emotion and as a result improves the individual's quality of life. Precious lives of toddlers, children, teenagers and adults has been miserably affected mentally and physically (Sieberer and Kaman, 2021).

McLaughlin and Colver (2009) posited that quality of life involves personal feelings, social interaction, and worldwide relations. Few studies showed that leisure involvement in the context of purchases influences the quality-of-life domains (McManus et al., 2008; Schmiedeberg and Schröder 2017). It was found that collective activities tend to contribute to positive affect in a variety of life domains such as family life, social life, leisure life, cultural life, among others (Kim et al., 2015). But in context of purchasing in Shopping Malls is still lacking, thus we address this issue.

Also, an individual's involvement in spare time activities was identified as one of the most important components of life quality (Paggi et al., 2016). In our view, visiting Malls for shopping is a type of collective activity because individuals interact with each other, and this interaction interferes on the individual's quality of life and the experience per se. Thus, the first hypothesis is proposed:

*H<sub>1</sub>: Leisure involvement significantly impacts the quality of life.*

### 2.1 Quality of life and place attachment

Scholars support the relationship between quality of life and place attachment (Firouzmakan and Daneshpour, 2015; Omar et al., 2017). Scannell and Gifford (2017), explain that place attachment and quality of life are manifested through, belonging, relaxation, positive emotions, activity support, comfort-security, and entertainment. In the same line, Junot, Paquet, and Fenouillet (2018) posit that well-being can be improved through place attachment to promote general pro-environmental behavior among the population. Thus, the second hypothesis is proposed;

*H<sub>2</sub>: The quality of life has a significant impact on place attachment.*

## 2.2 Leisure involvement and place attachment

Williams et al., (1992), studied the individuals' leisure involvement and attachment behavior to places. They found that shopping enjoyment, a type of leisure, was a significant predictor of both place attachment and store loyalty. Johnson et al., (2015) corroborated these previous findings, and revealed that, place attachment was a significant predictor of store loyalty. Additionally, leisure involvement, place perceived attractiveness, and motivation influenced tourists' place attachment (Xu and Zhang, 2016).

People who participated in spare time activities and after that, the place interface happens to attach to a particular environment (Harmon and Kyle, 2016). In another study, findings show that a leisure involvement based on relaxing, entertaining, and well-served tasting of good products contributes to developing emotional attachment and loyalty to the region where the winery is located (Cardinale et al., 2016). Memorable tourism experiences also significantly influence place attachment. When a tourist experience is memorable and satisfying, the individual develops an attachment behavior to that destination (Vada et al., 2019). Based on these studies we hypothesize that;

*H<sub>3</sub>: Leisure involvement has a positive impact on place attachment.*

## 2.3 Quality of life and revisit intention

Kim, Woo, and Uysal (2015) supported that quality of life is an antecedent of tourism destination choices. Additionally, experiential quality showed an influence on the revisit intention of a tourism site (Stebbins, 2018; Bintarti and Kurniawan, 2017). Likewise, accessibility and accommodation quality are aspects that affect tourists' satisfaction and their revisit intention to certain places (Cho et al., 2018). Ambiance and relevance of destination plays vital role in context to offer services and products in mind of customers and self-users (Zabkar, Brenčić, & Dmitrović, 2010). There are numbers of authentic studies that shows relation of service quality and visitors satisfaction (Afthinos, Theodorakis, & Nassis, 2005; Lam, Zhang, & Jensen, 2005; Murray & Crilley, 1999; Murray & Howat, 2002). Based on these studies we hypothesize that;

*H<sub>4</sub>: Quality of life has a positive impact on the revisit intention.*

## 2.4 Leisure involvement and revisit intention

Many studies show that people get enjoyment from leisure activities, and that leads them to feel connected in the relationships with others, and secure in the environment they are in (Altintas et al., 2017; Marinkovic et al., 2017). Losier, Bourque, and Vallerand (1993) developed a model to explain how participating in spare time activities may support aged people in leisure time activities. The results revealed that, leisure motivation impacts on getting satisfaction from leisure time activities, and it makes them return to more activities sessions. Moreover, the results show the influence of involvement on recommendation intention (Havitz and Dimanche, 1997; Kim et al., 2015). Thus, we hypothesize that;

*H<sub>5</sub>: Leisure involvement has significantly impact revisit intention.*

## 2.5 Mediating Role of quality of life

Although quality of life has been extensively discussed in tourism literature, the previous studies show that participating in spare time activities increase the life quality of individuals within the physical well-being domain (Duncan, and Chung, 2015). Emotional well-being is referred to as experiencing greater happiness and enjoyment in spare time activities (Mogilner et al., 2018). Also, a study shows that participation in leisure activities amongst older people affect their quality of life (Sajin, Dahlan, and Ibrahim, 2016). Blace (2012) found that leisure activities and life satisfaction have a significant relationship with each other. In another study, Marcheschi et al., (2015) investigated the impact of the quality of life on place attachment and concluded that place attachment mediates the effect of the environment on their well-being.

Losier et al., (1993) argue that participating in leisure activities increases the quality of life and attachment to the place and as a result, the possibility of revisiting the place in the future. In the same line, Firouzmandan and Daneshpour

(2015) affirm that promoting the quality of place increases resident's satisfaction and creates both place identity and place attachment. Based on these findings, we propose that quality of life has a mediator effect between leisure involvement and place attachment and also between leisure involvement and revisit intention. Thus, we propose the next hypotheses:

*H<sub>6</sub>: Leisure involvement and place attachment relationship is mediated by quality of life*

*H<sub>7</sub>: Leisure involvement and revisit intention relationship is mediated by quality of life*

This research intends to accomplish the effect of leisure involvement on place attachment and revisit intention towards the quality of life to revisit intention to Shopping Malls. The research model summarizes the hypothesis of this study. Figure 1.

- **Research Model and Hypotheses**

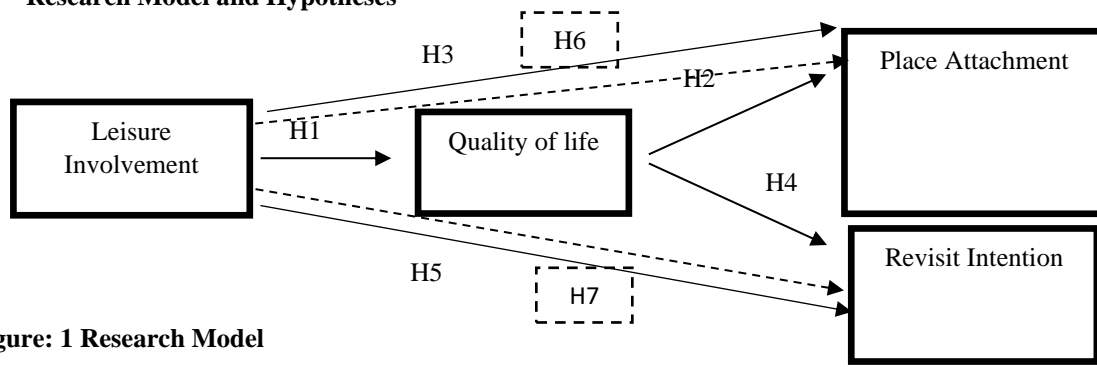


Figure: 1 Research Model

### 3. RESEARCH METHODOLOGY

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- **3.1 Method and Results**

Data collection was conducted for one month. The researchers collected the data in a Shopping Mall in Lahore, Pakistan. The mall was selected due to higher footfall as the promise to provide maximum products and services under one roof. The instrument used for this research was an adopted questionnaire based on a Likert scale (1- strongly disagree to 7 strongly agree). The data was collected by using nonprobability sampling technique as people visit that place from around the globe. Given the high flux of consumers and time constraints we consider as a filter question if the respondent was the person responsible for making their own purchase decisions. To the best of data collection, we just considered consumers above 18 years old for both genders and independently of their civil status.

- **4. RESULTS**

In total 300 questionnaires were used for analysis using the PLS technique on Smart-PLS (Hair et al., 2016). First, we proceeded with a validity and reliability analysis. There are two reliability measures which have been analysed in this research. One measure is the Cronbach's alpha and the other one is composite reliability. According to the PLS-SME method, the value of the Cronbach's alpha should be greater than 0.70. The composite reliability should present values larger than 0.80. The Cronbach's alpha values presented good reliability; all values greater than 0.70 as well as the CP (>0.80) Also the convergent validity values were adequate, larger than (AVE>0.50), (Bagozzi and Philips, 1991). Table 1 summarizes the results.

Table 1: Reliability of Variables

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Extracted (AVE)	Variance
Leisure Involvement	0.718	0.736	0.827	0.550	
Place attachment	0.817	0.819	0.872	0.578	
Quality of Life	0.881	0.882	0.910	0.628	
Revisit Intention	0.770	0.784	0.850	0.587	

Following the discriminant validity was checked. According to Urbach and Ahlemann, (2010) the discriminant validity evaluates whether an indicator of a certain construct is also measuring another construct or not. Basically, two criteria are used to evaluate the discriminant validity in the PLS-SEM. One is cross-loadings, and another is the Fornell- Larcker and Larker criterion (1981). The model of the discriminant validity could be determined by comparing the factor loadings along with values of cross-loadings of all the indicators to their perspective LVs. The score of each construct is correlated with all other indicators, to obtain cross-loadings (Chin, 1998). To check the discriminant validity, the indicator loading values must be higher against its measure constructs and each construct must contain the highest values with its assigned indicators. Table 2 presents the values.

Table 2: Fornell-Larcker criterion

	Leisure Involvement	Place attachment	Quality of Life	Revisit Intention
Leisure Involvement	0.741			
Place attachment	0.632	0.760		
Quality of Life	0.686	0.792	0.793	
Revisit Intention	0.540	0.673	0.536	0.766

As presented in table 2, the values are greater than the values located in their corresponding column and row except revisit intention. This value shows the discriminant validity of the measurement model except for one construct. Table 3 presents the cross-loading analysis for each construct.

Table 3: Cross loadings

	Leisure Involvement	Place attachment	Quality of Life	Revisit Intention
LI1	0.575	0.372	0.441	0.364
LI7	0.765	0.397	0.436	0.356
LI8	0.859	0.554	0.610	0.359
LI9	0.739	0.515	0.520	0.507
PA1	0.443	0.766	0.623	0.527
PA2	0.497	0.794	0.595	0.553
PA3	0.518	0.768	0.629	0.421
PA5	0.484	0.769	0.625	0.502
PA8	0.456	0.699	0.532	0.570
QOL1	0.573	0.583	0.757	0.466
QOL2	0.547	0.528	0.774	0.325
QOL3	0.584	0.624	0.820	0.382
QOL4	0.595	0.657	0.845	0.456

QOL5	0.518	0.660	0.843	0.428
QOL6	0.442	0.700	0.708	0.477
RI1	0.496	0.567	0.539	0.748
RI2	0.340	0.390	0.265	0.711
RI3	0.400	0.537	0.372	0.810
RI4	0.376	0.526	0.393	0.791

In the sequence, we tested the model fit. The fitness of a model can be calculated by two criteria; the coefficient of determination ( $R^2$ ) and the standardized root mean square residual (SRMR) values. The value of  $R^2$  near 0.670 is indicating considerable, a value near 0.333, shows average, and the value near 0.190 and lower shows weak (Chin, 1998). The value of the (SRMR) should be greater than 0.05 and less than 0.08, then this model shows a fit model.

The value of  $R^2$  for latent variables (Place attachment = 0.642), Quality of Life = 0.471, revisit intention = 0.344), table 4. The acceptable value for the coefficient of determination ( $R^2$ ) shows the explanatory power. The values of LVs are within the premises of acceptable values which shows that model is highly fit. The value of the (SRMR) in table 5 is also within the premises of acceptable, which shows that model is highly fit.

Table 4: Adjusted  $R^2$

Constructs	R Square	R Square Adjusted
Place attachment	0.642	0.639
Quality of Life	0.471	0.468
Revisit Intention	0.344	0.337

Table 5 (SRMR)

Fit Summary	Saturated Model	Estimated Model
SRMR	0.087	0.096
d_ULS	1.444	1.743
d_G	0.588	0.638
Chi-Square	563.125	601.063
NFI	0.741	0.723

The path model was built up and executed on Smart PLS 3.0. PLS-SEM Path analysis explains the change in one variable and their change on other variables and the relationships between them. The Beta (B) coefficient is based on the magnitude, significance, and sign. The beta (B) coefficients signify the strength of the connection between LVs. The value of the Beta (B) coefficient should be more than 0.20 (Hildebrand 1986). The value of the Beta coefficient (B) is significant at 0.05 levels and P-value should be less than 0.05 (Neyman-Pearson, 1966). The bootstrap technique was applied to identify the acceptable values of T-Values. Table 6 and table 7 show the outputs of the analysis.

Table 6: Path coefficient

Constructs and relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Hypotheses
Leisure Involvement -> Place attachment	0.166	0.170	0.073	2.287	0.023	Supported
Leisure Involvement -> Quality of Life	0.686	0.689	0.046	15.073	0.001	Supported
Leisure Involvement -> Revisit Intention	0.325	0.329	0.084	3.868	0.001	Supported
Quality of Life -> Place attachment	0.678	0.676	0.069	9.845	0.001	Supported

Quality of Life -> Revisit Intention	0.313	0.321	0.091	3.426	0.001	Supported
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-\*Significant Positive relationship

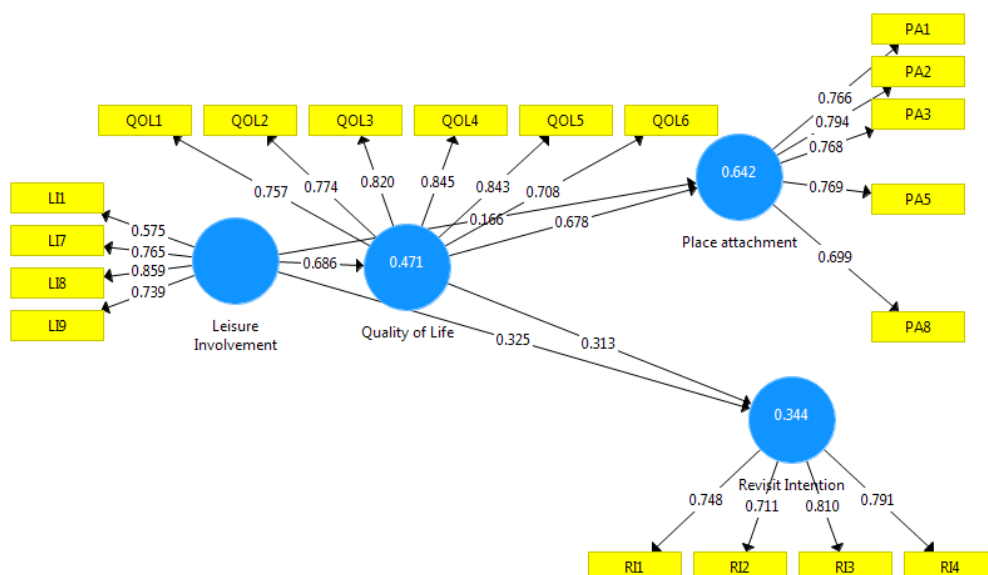
In table 6, the Beta (B) value between the leisure involvement and place attachment is 0.170 and the T statistic value is 2.287 and P-Value is 0.023 so the path between these two variables an acceptable value. The Beta (B) value between the leisure involvement and Quality Of Life is 0.689 and the T statistic value is 15.073 and P-Value is 0.000 so the path between these two variables an acceptable value. The Beta (B) value between the leisure involvement and Revisit Intention is 0.329 and the T statistic value is 3.868 and P-Value is 0.000 so the path between these two variables an acceptable value. The Beta (B) value between the QOL and PA is 0.676 and the T value is 9.845 and P-Value is 0.000 so the path between these two variables an acceptable value. The Beta (B) value between the Quality of Life and Revisit Intention is 0.321 and the T statistic value is 3.426 and P-Value is 0.001 so the path between these two variables an acceptable value. These values show that all variables have a positive significant relationship with each other. Table 5: shows the value of the Path Coefficient.

From table 7, we can determine that all indirect effects are significant by meeting the criteria recommended by the literature ( $p < 0.05$  & T Statistics  $> 1.96$ ) (Hait et al., 2013).

Table 7: Indirect effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Leisure Involvement -> Quality of life -> Place attachment	0.465	0.466	0.057	8.207	0.001
Leisure Involvement -> Quality of life -> Revisit Intention	0.215	0.220	0.063	3.400	0.001

Figure 2: Testing Path Model





## **5. DISCUSSION AND CONCLUSION OF THE STUDY**

The main purpose of this study was to develop a model considering the variable quality of life as a mediator among leisure involvement, place attachment, and revisit intention. In doing so, this study advances in the marketing literature adding the quality of life to the consumer behavior theory and presents insights to Mall's operators. Leisure involvement has been an important factor in quality social life and the same way in shopping experiences (Sato et al., 2018). To investigate such phenomena, we propose that leisure involvement impacts the quality of life. Our findings supported the relationship between leisure involvement and quality of life. From this evidence is possible to infer that offering and increasing leisure activities in Shopping Malls, enhance the quality of life of customers and help them reduce stress and feeling of loneliness as supported by past studies (Harmon and Kyle, 2016; Kim et al., 2017). Thus, the first hypothesis was supported: H<sub>1</sub>: Leisure Involvement significantly impacts the quality of life.

The relationship between quality of life and place attachment also was found. In general, people tend to be attached to others, for example, objects, animals, and places where they get positive feelings from them. Once people feel better, they want to experience such feelings other times. Thus, we proposed that quality of life has an impact on place attachment. Firouzmakan and Daneshpour (2015) had found the relationship between both constructs and the same happened in our study. This way, offering a quality of life to customers tends to be beneficial for both sides; to customers that feel better being in that place as well as to Mall operators that gain the customer's preference when attached to the Shopping Malls. So, the second hypothesis was supported: H<sub>2</sub>: The quality of life has a significant impact on place attachment.

In the same vein, we investigated the relationship between leisure involvement and place attachment. The literature presents that people who participate in spare time activities become attached to that specific place (Harmon and Kyle, 2016; Bricker and Kerstetter, 2000). We also tested this assumption and found evidence of such a relationship. Involvement has been an important aspect of consumer behavior. Thus, depending on the customer's leisure involvement with the place, the level of place attachment can be greater. According to Vada et al., (2019) tourists feel attached to a place when they have memorable experiences at that place. Therefore, positive feelings, one aspect of quality of life seems to be a trigger to attachment behavior to Malls. Thus, the third hypothesis was supported: H<sub>3</sub>: Leisure involvement has a positive impact on place attachment.

When individuals have positive experiences while shopping or visiting a destination, a common behavior is coming back to that place in the future. Uysal, Prentice, and Hsiao (2016) identified that quality of life and leisure life are variables that predict revisit intention. Our results are in line with this previous study. Thus, the fourth hypothesis was supported in that, H<sub>4</sub>: quality of life has a positive impact on revisit intention. Leisure involvement and quality of life are constructs related to each other. Previous studies posited that, when individuals experience leisure activities, they get involved with it because they feel the improvement of their quality of life, and then, the individuals tend to revisit such places where the activities are offered (Harmon and Kyle, 2016). Therefore, the fifth hypothesis was accepted: H<sub>5</sub>: Leisure involvement has a significant and positive impact on revisit intention.

The main contribution of this study is about the role of quality of life as a mediator variable among leisure involvement and place attachment, and leisure involvement and revisit intention. Quality of life has been widely investigated in the tourism area but lacked in consumer behavior and more practical in Shopping Mall's contexts. Researchers have met that making part of leisure activities increases the quality of life within physical well-being (Kim et al., 2017; Mogilner et al., 2018). Based on these studies and our empirical findings, both hypotheses were supported, H<sub>6</sub>: Quality of life mediated the relationship between leisure involvement and place attachment, and H<sub>7</sub>: Quality of life mediated the relationship between leisure involvement and revisit intention. In doing so, our results extend the knowledge about the impact of the quality of life in the context of a Shopping Mall. Additionally, fulfill a gap in the Marketing literature regarding leisure involvement, place attachment, and quality of life.

### **5.1 THEORETICAL AND MANAGERIAL IMPLICATIONS**

This study presents an empirical model incorporating the quality of life as a critical factor to encourage revisit intention and place attachment among consumers who visit Shopping Malls. By proposing such a model, this study extends the literature on Marketing adding quality of life as a construct to explain consumer behavior in the Shopping Mall context.



As managerial implications, Mall operators should pay attention to promoting quality of life and leisure activities to customers. To promoting quality of life, Mall operators could offer COVID-19-tests, body temperature measurements, masks, and sanitizers. Also avoiding agglomeration of customers within the Shopping Mall is imperative. Offering psychologists to orienting customers on how to handle this moment, would be beneficial for customers and the Shopping Mall social image. From social implication perspective, to offer leisure recreations to customers, Mall operators should offer virtual family entertainment, for example, augmented reality. Additionally, Mall managers should offer physical exercises in parking spaces to reduce stress, anxiety, and some cases of depression that individuals are suffering given the social isolation caused by the pandemic.

## 5.2 LIMITATIONS AND CALL FOR FUTURE RESEARCH

This study has several limitations. This study focused on a single Shopping Mall with a quantitative approach. Using qualitative approaches can be beneficial to other insights about the customer's quality of life in the Shopping Mall Context. This study did not consider a specific customer's profile. Future studies can use multi-group analysis focusing on whether the customer's income moderates the relationship tested in this study. A single culture was targeted in this study. Other studies should test this model with a cross-culture approach as well. We did not control for the employees' quality of life. Thus, future studies should consider this variable and employees' security against Covid contamination.

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